

Meeting Date: 09/16/08

AGENDA REPORT

City of Santa Clara, California

Agenda Item # 7A.8



Date: September 5, 2008

To: City Manager for Council Action

From: Senior Staff Aide

Subject: Request to approve and authorize the publication of the proposed *Mission City SCENES*/ November 2008

EXECUTIVE SUMMARY:

The November 2008 issue of Mission City SCENES is scheduled to include the following:

- ◆ Annual Report/City Calendar
- ◆ Holiday Events
 - Holiday Tree Lighting
 - Historic Home Tour
 - Santa Clara Ballet presents Nutcracker
- ◆ Extra Refuse Set-Outs for Residents/Make a Green City Greener
- ◆ Council Oath-of-Office Ceremony (election year)
- ◆ Library Closed Notice

ADVANTAGES AND DISADVANTAGES OF ISSUE:

The *Mission City SCENES* provides timely and important information to citizens, including details about City events and programs, and updates of City activities. There are no recognized disadvantages.

ECONOMIC/FISCAL IMPACT:

Cost of printing the *Mission City SCENES* for one year is \$28,000 or roughly 4.5 cents for each insert printed. There is no additional postage cost for including the *SCENES* with utility bills. With the current one-page utility bills, there is sometimes sufficient postage to handle a second, additional insert without incurring increased postage costs.

RECOMMENDATION:

That the Council approve and authorize the publication of the proposed November 2008 *Mission City SCENES*.

Jashma Kadam
Senior Staff Aide

APPROVED:

Jennifer Sparacino
City Manager

Documents Related to this Report:

1) November 2008 *Mission City SCENES*

I:\Citymanagers\CMO Publications\Mission City SCENES\2008\November Council Report 2008

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COVER

2008 ANNUAL REPORT/2009 CITY CALENDAR

Santa Clara's 2008 Annual Report/2009 City Calendar will be distributed by mail to all residents in November 2008. In keeping with the Council's 2007-2009 Principles and Priorities, the content will focus on the significant accomplishments the City has made in the past year as well as planning for the community's future. A suggestion card on the back of the calendar gives residents and businesses a convenient opportunity to submit ideas on improving City services.

INSIDE –

- ◆ Holiday Events
 - Holiday Tree Lighting
 - Historic Home Tour
 - Santa Clara Ballet presents Nutcracker
- ◆ Extra Refuse Set-Outs for Residents/Make a Green City Greener
- ◆ Council Oath-of-Office Ceremony (election year)
- ◆ Library Closed Notice

Holiday Events

Holiday Tree Lighting Ceremony: Get into the holiday spirit with our old-fashioned small town "Holiday Tree Lighting Ceremony." The annual tree lighting event takes place on Friday, December 5, from 6 to 7:30 p.m. at City Hall, 1541 Civic Center Drive. A visit from Santa, music and entertainment by community groups, holiday safety displays, and free refreshments will make this event one the whole family can enjoy. Donations of canned goods for those in need will be accepted. For more information, call the Santa Clara Senior Center office at 615-3170. *If you blink as you drive by the City of Santa Clara's holiday tree in Civic Center, you might miss a tradition that is older than most City residents. Starting the night of the Holiday Tree Lighting on December 5, a stuffed bear will be perched just below the star of lights at the top of the tree, as he has each December since 1911. Teddy was once the beloved toy of Alice Dixon Hillis whose father was the utilities superintendent for the City. When Alice was just one year old, Mr. Dixon "borrowed" her bear to serve as an ornament on top of the City tree. Teddy has spent December on the Santa Clara holiday tree ever since.*

2008 Historic Home Tour: The 2008 Santa Clara Historic Home Tour will be held December 5 from 6 to 10 p.m. and December 6, 12 noon-5 p.m. Private homes of various Victorian styles, including an 1895 Queen Anne Cottage, plus the Madison Street Inn bed & breakfast will be on this year's tour. For prices and purchase information, call the Harris-Lass Museum message line at 249-7905, email info@sc-hometour.com or view the Home Tour website at sc-hometour.com.

Santa Clara Ballet presents *The Nutcracker*: The Santa Clara Ballet presents the 34th annual Nutcracker ballet on Saturday, December 13 (2 p.m. and 7 p.m.), and Sunday, December 14 (1 and 5 p.m.). at the Santa Clara Convention Center Theater, 5001 Great America Parkway. This annual production of Benjamin Reyes' full-length, traditional version of the ballet is a holiday favorite in the community. Artistic Director Josefa Villanueva will spotlight young dancers and pre-professional students from the Santa Clara Ballet School and other schools throughout the Bay Area. Guest artists will perform in the leading roles. For more information, call 881-0879 or visit www.santaclaraballet.org.

Holiday Extra Refuse Set-Out/Make a Green City Greener

The holidays often fill our homes with something besides holiday cheer --- lots of extra trash! Residents can dispose of extra non-recyclable items like metallic (foil or Mylar) gift wrap and cards, wax- and plastic-coated food containers, cloth and metallic ribbons, etc. at no extra charge on December 26, 2008 through January 7, 2009. Place up to four additional 30-gallon garbage bags (limit of two bags per week) next to your garbage cart at the curb on your regular collection day. The extra bags will be collected during these two weeks at no extra charge.

During the holidays, give a special gift to yourself, to the community and the environment! Sign up for the Santa Clara Green Power program, supporting wind and solar energy, and you'll be setting an example of environmental leadership for others to follow. Call 244-SAVE (7283) for more information. You can also help make a green City even greener by thinking ahead during the holidays, and taking simple steps to reduce your waste. Wrap gifts in colorful comics, old maps or other paper materials found around the home or office. Or instead of wrapping paper, present your gift in a reusable container, such as a basket. When you buy gift wrap, look for ones that contain recycled paper, and avoid foil gift wrap, which is not recyclable. Recycle all wrapping paper (except foil) with your mixed paper in the City's curbside recycling program. Make gift tags from old greeting cards. Use cloth napkins, metal flatware, china plates, and real

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glasses for waste-less holiday parties and meals. For more tips, see the City's website. Making Santa Clara green, greener, greenest begins with you! Questions? Call 615-2063.

Apply Now For 2009 Leadership Santa Clara Program

Applications are now being accepted for Leadership Santa Clara 2009, a six-month course beginning in January that prepares individuals interested in becoming community leaders. Sessions are generally held on the second Thursday of each month from February through June, with two additional sessions in January and a graduation ceremony/reception in mid-June. Classes are held at a variety of Santa Clara business locations, offering students an opportunity to visit a range of local organizations. Class sessions begin at 8:30 a.m. and conclude at 4:30 p.m. Top-notch speakers cover a wide range of topics including governance, business climate, transportation, media, diversity, arts and culture, environment, volunteer-ism, health care and human/community services. Full days are devoted to public safety and education. Skill-building sessions focus on working with the media, public presentation skills, team building, meeting management, and ethics. Tuition is \$750, and students may have up to 90% of their tuition covered by their employer. Those who successfully complete the program are also eligible for continuing education credits from SCU. For more information, call Leadership Santa Clara Program Coordinator Scott Summerfield at (925) 249-9320, email him at smmrfld@aol.com, or contact the City Manager's Office at 615-2210.

City Council Oath-of-Office Ceremony

The Oath of Office Ceremony for new and returning City Councilmembers, Chief of Police and City Clerk has been scheduled for the City Council Meeting of Tuesday, December 9, 2008 at 7 p.m. The ceremony is open to the public and will be held in the Council Chambers. It will also be televised via the City's Cable Channel 15 and video streamed on the City's website. Please join us in welcoming our new and returning elected officials to another term in public service.

Financial assistance programs for seniors

Homeowners and Renters Assistance (62 years or older, blind or disabled)

The State of California will refund a portion of the taxes you paid in 2007 as part of your rent or property taxes if you qualify. You must reapply every year, and assistance is offered at the Santa Clara Senior Center every Tuesday and Thursday through October 9. Call the Center 615-3170 for qualification information, to ask for an appointment, and to find out the information you need to bring with you.

Retroactive Refunds of Special Property Tax (65 years or older during the year listed)

A special property tax exemption for the Santa Clara Valley Water District was approved by voters in November 2000. Retroactive refunds are available for low income seniors going back to the first year of the property tax 2001-2002 through 2006-2007. Call the Senior Center for an appointment and bring your property tax bill and income tax return for that year.

Home Energy Assistance Program (HEAP)

This program provides assistance to low income residents by providing assistance in paying their energy costs. The applicant, if eligible, does not need to have a past due balance and cannot have a credit balance on their utility bill to receive assistance.

For an application call 1-800-499-1348 or call the Senior Center 615-3170 for information

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Federal Economy Stimulus Payment

You maybe eligible for a \$300 economy stimulus check from the federal government if you did not have to file taxes for 2007, but you have an income of at least \$3,000 including Social Security. If you only have SSI and no other income you do not qualify for the stimulus payment. In order to qualify you must file before October 15, 2008. Call the Senior Center at 615-3170 for more information.

Tax Season 2009

Tax preparers will be available for seniors to have their taxes prepared at no cost, beginning in February 2009 at the Senior Center. To qualify, seniors must not have any rental property or be self employed. Call the Senior Center 615-3170 for appointments beginning in January 2009. Taxes are done on Tuesdays and Thursdays from 9 a.m. to 3 p.m.

City Library Closed:

The City Library will close at 5 p.m. on December 24, 29, and 31, 2008.